

3.4 BEAUTY HOUR

A Beauty Hour is defined as an evening filled with fun and personalized beauty tips. A total beauty experience shared with girlfriends. We encourage you to have your first Beauty Hour in your home with you as the Hostess. This is your business debut and gives you the opportunity to get future bookings as enthusiastic guests want to host you and share you with their friends. The most successful Beauty Hours have 10 guests (5 guests who each bring a friend is also good) which usually generates \$500 or more in sales.

By having a Beauty Hour, you'll see more clients than you would doing a one-on-one private consultation. More clients mean more sales, more bookings and more sponsoring. You may choose to do your Beauty Hours in your home, in your client's home, in an office during lunchtime, etc. While all of these can result in a great Beauty Hour, we have found holding BHs in your client's home, where your client is the Host, is the most productive, beneficial and fun format.

Hostess Program

- A hostess will receive a **Hostess Gift** from the company based on the total sales of the BH. The Hostess will be able to deduct the free product amount from her order.

\$150 in Sales	\$22.50 Free Product
\$300 in Sales	\$52.50 Free Product
\$500 in Sales	\$100.00 Free Product

- A hostess will receive a **Thank You Gift** from you, the Consultant. The cost of the Thank You Gift is paid by the Consultant. Thank You Gifts are available on the Beauty Hour Supply Order Form or you may order testers based on your retail order amount.
- A hostess will earn a **Booking Gift** when she or you book 2 or more Beauty Hours from her BH. Make the hostess a partner in this goal. The two bookings MUST be held within two weeks from the date of the BH. (Cancellation rates soar if booked further out). The Booking Gift Program will rotate, so make sure you are showing the gift that is available at the time of your next Beauty Hour. The cost of the Booking Gift is covered by the Consultant. Booking Gifts can be ordered on the Beauty Hour Supply Order Form.

Beauty Hour Purpose

Bookings are #1 focus so mentioning *"When you book a show with me" you can get your _____.* Future bookings keep your business active and healthy.

Sponsoring is #2 so talking about the opportunity during the show is great and also sharing the opportunity as it relates to your Y story in the beginning of the show.

Selling is #3 and when closing the sale, be sure to not miss the opportunity to book a show when a guest cannot purchase all or part of her must have products. Have your calendar there in the event she is ready to give you a date.

Beauty Hour Tools

By using the Beauty Hour Supply Order Form you'll be able to have all the essential tools needed. It is recommended that you have a Thank You Gift, a Booking Gift and game gifts. While some of the tools you can order from your Beauty Hour Supply Order Form others you can pick up at your local store. You will also want to stuff your catalogs with Glamorous Starter Collection Order Form (found on inside) and staple your business cards to your catalogs.

Assemble cotton balls, Q tips, Sponge Wedge, Eye shadow applicator, Mascara Wand, blush brush (optional) in a plastic bag for each guest.

Have a bag that will serve for trash collection.

Use trays on the Beauty Hour Supply Order Form. You'll need 2 Trays (10401) to separate warm from cool glamour products. If you carry Flori Roberts you'll need 4 Trays (40105) for CTP foundations and pressed powders.

Pre Beauty Hour Checklist

Review Beauty Hour Hostess Planner with you Host.

Set up your Beauty Hour on ISIS

Send invitations or evites 7-10 days in advance

Confirm guest count with your host.

Remind Host to keep refreshment light and simple, example: coffee, tea, cookies.
(Others will not want to book if they feel they have to “entertain”).

Beauty Hour Setup

Follow these guidelines when setting up a Beauty Hour:

Arrive at your Beauty Hour venue at least 30 minutes prior to the scheduled start time.

Thank your Hostess. Let her know you’re looking forward to an enjoyable Beauty Hour.
Be enthusiastic and confident.

Quickly review the Beauty Hour agenda, confirm who is attending and who may be interested in booking a Beauty Hour and/or becoming a Consultant.

Discuss approximately what time she will serve any refreshments and when the Beauty Hour will end.

Collect any outside orders which she has taken since you last spoke.

Set up your demonstration products on a table where you will be conducting the Beauty Hour. In addition, for the draping of the Host, you’ll need a larger mirror so the Hostess can see herself as you’re draping. You can either purchase a Color Analysis Mirror (55134) or have the Hostess put out a mirror.

On a separate table, set up your point of purchase images which you’ll find on the Beauty Hour Supply Order Form. Also set up Hostess Thank You Gift, Booking Gift, etc. These will be of interest to your guests while they’re waiting and will create quite a buzz.

In a separate room or area set up your closing space, pens, order forms, catalogs, etc. Have places already set up for *each* guest with a Beauty Hour Guest Order Form and a catalog.

Guest Reception

As guests arrive, start to mingle! Hand out the Skin Care Profile Questionnaire. Determine each guest’s skin type. If possible determine if they are warm or cool. Show them to the seating area and get the guest settled.

Have Hostess serve light refreshments as guest arrive. Once you start the demonstration you’ll want everyone seated and comfortable.

Make up skin care trays based on Oily and Dry and distribute once client is seated and you have determined her skin type.

Seat everyone according to warm and cool. Makes it easier during the glamour portion.

Presentation Time (Follow time line in training manual)

Beauty Hour Structure and Timeline

Introductions/Booking Seed/Y Story.....	5 minutes
Agenda/Ice Breaker.....	10 minutes
Skin Care Intro/Hand Demo.....	15 minutes
Draping of Host (Optional)	10 minutes
Foundation/Powder Demo.....	10 minutes
Glamour Demo.....	13 minutes
Group Closes.....	2 minute
Total Minutes.....	1 hour 5 minutes

(not counting Individual Closes)

It's important to stick with this timetable. Our experience shows that, if you take longer, guests will start fidgeting, be thinking about their family obligations, feel the need to get home and then you'll lose their sale. Remember, it will take you 10 minutes per guest to close. With 7 guests, that's 1 hour and 10 minutes. The total BH is then 2 hours and 15 minutes. That's a lot of time out of your guests' day or evening. So, be sure to stick to this timetable

Throughout this chapter, you'll find scripts. We've interchanged brands so you get a feel for different approaches and selling points. Remember, these scripts are just thought-starters. Use your own words as well as your own unique personality.

Your objective is threefold: (1) Get several bookings from your guests for future Beauty Hours as your guests will want to share this experience with their friends, (2) Sponsor others into your organization as this empowers them to make good money and sets you on road to financial independence, and (3) Exceed your clients' expectations and create great sales as a result.

The Beauty Hour Script

Introductions/Booking Seed/Y Story (5 minutes)

“Hello! Welcome to _____’s Beauty Hour. My name is _____ and I am a Color Me Beautiful Consultant. I would like to thank Hostess for hosting this Beauty Hour and giving me the opportunity to share these unique cosmetic brands – Color Me Beautiful, Flori Roberts, Adrien Arpel and Patti LaBelle. As a thank you I’d like to give her my special Thank You Gift, a _____ and she’s also going to earn up to \$100 in free product based on sales here tonight.” Romance the Thank You Gift, value, how to use, etc.

Planting Booking Seed

Show the Booking Gift “_____ is also working to get this _____ for free. When two of you book your own Beauty Hour and share me with your friends, _____ will get this for free.” Pass it around! “So at the end of my demonstration I’ll be asking all of you to share this experience with your friends and get the Thank You gift as well as all the free products.”

Talk about CMB and share your 30 second commercial “Y” story:

“I’m sure you’ve heard of Color Me Beautiful. Color Me Beautiful is based on the best-selling book by the same name. The book is one of the New York Times all time #1 bestsellers selling over 13 million copies.”

“Color Me Beautiful is all about getting you in the right colors to coordinate with your skin tone, eye and hair color. With our system, your natural coloring, makeup and clothing colors will automatically be coordinated. And, it’s great for keeping your cosmetic selections simple.”

“Selling Color Me Beautiful is wonderful because I have cosmetic products specifically for each individual based on her personal coloring. And, you’ll benefit from a selection of skin care products which meet every woman’s needs. It’s a great business and great income. If you see yourself doing what I’m doing this evening, then I’d love to tell you more about the opportunity.

Or

“I’m sure you’ve heard of Flori Roberts. Flori Roberts was the first brand sold in major department stores for women of color. Flori is now available for entrepreneurs like myself to sell from home.

“I joined Flori Roberts because I wanted (my own business, more time with family, unlimited income potential, etc.) Selling brands specifically formulated for women of color is a great business because it’s rewarding to help others while having fun, earning good money and doing it on my own terms. In fact, I’m looking for energetic, enthusiastic women to join me and do what I do. As you participate this evening, consider if it might be something you’d like to try.”

Agenda/Ice Breaker Games (10 minutes)

“Let’s talk about what we’ll be doing today. I’ll introduce you to what I believe are the very best products available anywhere. We’ll assess your skin and show you how to care for your skin at home. I guarantee, with our products, your skin will look younger and feel great.

“Then we’ll put you in the right foundation for your skin tone. The right foundation is a requisite for beautiful, glowing skin. We’ll also do a color draping on Hostess Name so you’ll see how I do color and glamour. I’ll then put each of you in your correct color palette and you’ll have fun trying your correct colors from your palette.” Note: If your clients are women of color you may decide *not* to put your guest in Warm/Cool palettes or drape your Host as awareness of color analysis is much greater in the Caucasian community. *“At the end of the Beauty Hour, I’ll meet with each of you one-on-one to discuss your individual needs.”*

“As we go through the demonstration, list the products you’re interested in on your Profile Questionnaire. It will serve as a guide for what you and I will discuss during our one-on-one time at the end of the Beauty Hour. List everything you want even if you can’t afford it all tonight. I’ll share with you later how you can earn some of your favorites for free. When we finish, you’ll have a prescription for smoother, younger looking and healthy skin.”

“But first let’s have some fun!”

Ice Breaker Games (Optional)

Use games at the end of this chapter or develop your own. Main object is to have fun, laugh and set a light mood.

Skin Care Introduction, Exfoliator Demo and Close (15 minutes)

“Before we begin, take a moment and think about what you would change about your skin if you had a magic wand. This is a great thought-starter and gives you a sense of what each guest wants. “Sally, let’s start with you.”

Two mirrors come with your Career Pack. Have your guests share. Eventually you’ll want to have enough mirrors for each guest. You can get more from the Sales Aids Order Form (10454)

Have the *Color Me Beautiful* One-Step Cleansing Water available on the table so guests can quickly remove their makeup. You will be directing the guests as you demonstrate on the Hostess.

“Let me introduce One Step to you. It’s water with a purpose. It will remove your mascara, eyeliner and lipstick. It removes things that a cleanser has to work too hard to take off. Please pass the One Step and put some on a cotton ball. Take your cotton with the One Step and work in light sweeping motions. Be careful around the eye area and let the product do the work, not a lot of tugging. Even you don’t have on any makeup, wait until you see what comes off on the cotton ball.” Have the ladies look at the cotton ball and see the grime. *“Your skin should feel refreshed and look a little brighter than before.”*

“When you are home you will want to deep clean which means using your prescribed cleanser. I’ll review your cleanse requirements when we meet individually. Using a water soluble cleanser such as our Flori Roberts Fresh Foaming Cleanser/Adrien Arpel AlphaCeuticals Wash will ensure you have the perfect start to your perfect skin”

“Now let’s tone our face which helps the skin have more clarity and PH balances the skin, allowing you to absorb your moisturizer deep into the skin. Please pass the _____ toner. Again, be gentle, no tugging!”

“Your skin is now ready to accept any special serums and your moisturizer. Apply the moisturizer I’ve provided you (pre-set in place sting). Moisturizers provide nutrients and especially water to the skin. Oily skins need water as well as the driest of skins. Apply using upward, outward sweep motions.”

“How many of you want immediate gratification when you use a product?” Let me show you something really exciting!” Take your hostess’ hand and apply your Adrien Arpel/Flori Roberts Scrub. Use the One Step and a tissue to remove. Then apply Vitamin C (use only a small amount not the entire capsule). “Vitamin C will even out the skin tone, fade any spots and build your skin’s immune system to the sun and other elements. It’s an amazing product!” Apply a moisturizer and let everyone see the difference in the tone and clarity between the two hands. “Isn’t it amazing? But wait! Let me show you something else!” Use a brush and apply a light coat of powder on the hands. One hand will look chalky and all the lines will be visible. The hand with the treatment is smooth. “Now that’s immediate gratification. How do you want to leave your home in the morning?”

Do a soft close here where you remind guests of the importance of a complete skin care regime. Remind your guests the products are selected just for them to meet their personal needs. *“Our products are designed to work together. So, you’re going to get the best benefit by getting the correct cleanser, toner and moisturizer for your needs. Use with your exfoliator and you’ll see a big improvement in just two to three weeks.”*

“Ladies, before we go further I want to take just a moment and talk about eye care. As we mature, the first place we’re going to see signs of aging is around the eyes. Ladies, I’ve got a great product for you. It will make your eyes look ten years younger.” Then go on to describe the Color Me Beautiful’s Eye Lift Firming Gel or Flori’s My Everything Cream. Allow everyone to feel the eye treatment a put a bit around their eye area.

Mention the Opportunity

“Before we get into color and glamour I want to remind you to talk with me later if you’re interested in doing what I’m doing. It is a lot of fun and some great income! I’d love to have you on my team!”

Foundation/Powder Demo (10 minutes)

Have foundation and powder separated by light, medium and deep. You should guide everyone to which foundation they will use. Strip each guest and ascertain they have the correct foundation for their skin. Use the disposable tray to give each guest their foundation or use a sponge to give each guest their foundation. Add powder to their tray using a cotton ball. Then apply the foundation and powder to the hostess and have the guests follow along.

“Please use your Personalized Prescription Form to keep track of your colors, it will remind you later of your particular colors.”

Draping the Hostess (Optional) (10 minutes)

“Now I’d like to show you the importance of knowing your colors. Color Me Beautiful invented seasonal color analysis. I’m going to determine Hostess color palette.” Get people involved in agreeing that this color looks better than that color. Get them excited. Once you determine the hostess’ season. “I would love to analyze each of you individually. When you host your own Beauty Hour I will analyze you also. There is nothing like knowing your season when you shop for clothing! You’ll be able to walk into your closet and always have something to wear.”

If you have the Wardrobe Wallet pass them around. *“Do you see the benefits of shopping when you know your colors?”*

Quickly put each guest into warm or cool pallets.

During this portion mention any personal services you do, contouring classes, weddings, proms, personal consultations, mini or full facials, full Color Analysis, Color Alliance, etc.

Glamour Demo (13 minutes)

Demo on the Hostess the proper application for eye shadow, blush and lip products. The guests will be applying their own colors by watching what you're doing with the Host. You'll want to say something like, *“By applying your own makeup, you're learning how to duplicate your new beautiful look when you get your products at home.”* Give each guest feedback as they're applying their makeup. Turn everyone loose to play with the colors of their choice.

*“We have an awesome special for you this evening. You can purchase all of your color products in one swoop at a great discounted price. You can go home and throw out all your old makeup! In your catalogs is a **Glamorous Starter Collection Order Form.**”*

“In your Color Me Beautiful Glamorous Starter Collection you get concealer, a foundation, a powder, one blush, a lip liner, one lipstick, and one lip gloss. You also get an eye pencil, 3 Eye Shadows and mascara. It's a \$194.50 value for only \$145.” (*Price Subject to Change)*

“In your Flori Roberts Glamorous Starter Collection you get a concealer, a foundation, one powder, one blush and a mascara. You also get a lip liner, and any 2 combination of lip glosses and lipsticks, a eye pencil and either a eye shadow trio or mineral eye shadow. It's a \$170.50 Value for only \$128.” (*Price Subject to Change)*

Group Close (2 minutes)

Review the Collections and Create Booking Incentive: *“Now we come to my favorite part. This is where you find out how you can duplicate how your skin feels and looks at home.”*

“How does your skin feel?” Pause. *“You each look great. Any questions?”* *The Daily Rituals Collection is your skin care regime – your cleanser, toner, and moisturizer. It's only \$ ___ with a value of \$ _____. Using your Daily Rituals along with you're your exfoliator will give you the basics for perfect skin”* Come to the Beauty Hour knowing the cost of the Beauty Essentials Collection for normal to dry and for normal to oily.

“Remember, these products are your must-haves because you can't get a beautiful look without healthy and radiant skin”

“Remember, your first step is your skincare. You'll want to get your skincare today. Step two is your foundation and powder and then your glamour products. Get what you can today and remember whatever you can't purchase today you can get for free by hosting your own Beauty Hour!”

Transition to One-on-One: At this point, encourage guests to continue to work on their own makeup and critic one another on different colors to wear. Have them try the different fragrances. Have them look at the promotions as they're great gift sets. Try your body products. Take a look at the Host thank-you gift and the Booking gift.

You might say, *“Continue to work on your colors. Its lots of fun, there are lots of variations. There’s the day look, the night look. You know what palette you look best in so continue to work from that palette.”* Now is when you’d ask the Host to bring out refreshments. Then ask on guest to sit with your at your closing area.

Individual Closes

Now you’re talking with each guest one-on-one.

Close the Product Sale: *“Let’s look at the list of products you want.”* Pause. Find out what she plans to order now. Encourage each guest to purchase her Daily Rituals Collection which is her skin care cleanser, toner, and moisturizer. Explain she gets it at the special price. You might say, *“Promise me you’ll be wearing these products as soon as you get them. I can’t wait to talk to you about how your skin looks and feels.”*

Then suggest the foundations and powders and then the glamour and Collection. She’ll tell you when she’s reached her spending limit. Then, collect the money. You might say, *“That’s great. How would you like to take care of your purchase – Cash, Visa, Master Card or check?”*

Encourage Her to Book a Beauty Hour: *“To get the rest of the products, why don’t you host your own Beauty Hour? By inviting your friends, you’ll earn the other products you want. Wouldn’t that be great?”* Pause. *“Good, then let’s go ahead and schedule it. What day is good for you?”*

If she says yes but doesn’t know when she can schedule the Beauty Hour, select a tentative date to make the booking a reality. *“Since you’re going to do a Beauty Hour, let’s set a tentative date with the understanding that if the time comes and you find it doesn’t work, we’ll change the date. Is that okay?”* Pause. *Okay then let’s look at the calendar and find out what looks best for you.”*

Ask if She is Interested in the Career Opportunity: Don’t prejudge, you’ll be surprise how many people will be interested. *“Sally, I think you’d be a great Beauty Consultant. You have a knack for this and I can see you having a lot of fun. The Company is growing rapidly so it’s a perfect time to enroll. We have Consultants who are taking home \$1,000 a month selling product lots more mentoring others. You can do this part-time.”* Pause. *“What do you think?! Great!”*

“Sally, we’ve found the best way to proceed is to book your own Beauty Hour and invite your friends. You’ll learn first-hand how the business works. You’ll also learn by working with me at the event. And, by hosting, you’ll receive your Host thank-you-gift as well as free product. How does that sound?”

Post Beauty Hour

Keep a client profile on each guest (51551 for Client Profile Cards). Be sure to note their purchases in your file. You can order the cards by going to Beauty Hour Supply Order Form.

After client has received product, touch base to make sure all is well and thank her. Get her email if you did not get it at the show and ask her if she wants to be on your mailing list to receive notices on specials. Make sure she has your contact information for any questions.

You should call clients approximately every 6-8 weeks or so when you estimate they’ll be running out of products or when you have new products to introduce!

Establishing yourself as her personal Consultant is important so that she will call you every time she needs something.

After the Guests Leave/Follow Up

Wrap up with your Host, review how much she earned in free product. Pack and clean up quickly. Thank her again for her time and efforts. Congratulate her on the success of her Beauty Hour.

Write a thank you note to your Host. Follow up in the next 7-10 days with everyone to make sure their products arrived and that everything is to their satisfaction. This is also a good time to revisit hosting a Beauty Hour and/or joining the business. If one of the guests did not purchase, you'll want to discuss how she can earn her product by being a Host. Try to get a date and then follow the steps in the Host Coaching Chapter. Don't forget to ask for referrals.